



**WE DO EXFOLIATION BETTER.**

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# **ABOUT DERMASURI**

# OUR STORY

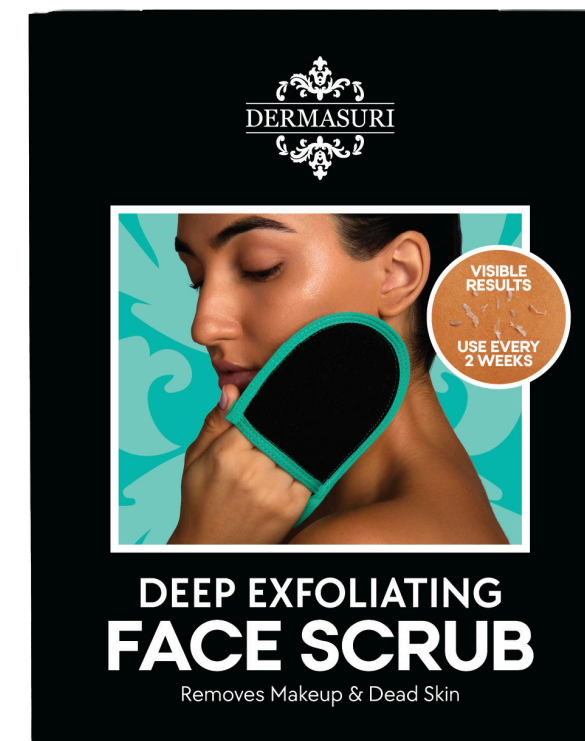
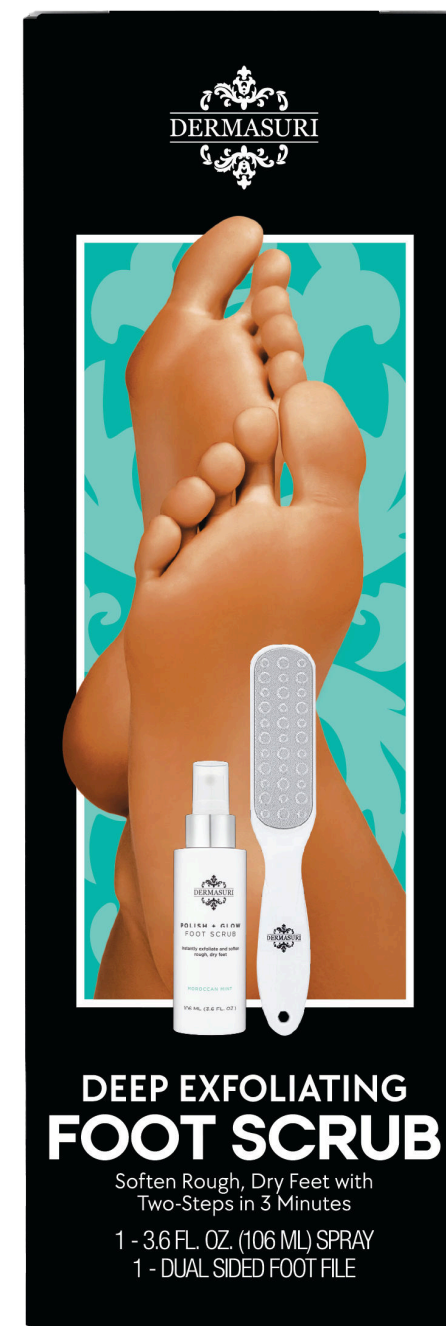
Two close childhood friends, Melody and Sus, found themselves deep in conversation about the spa traditions they grew up with. Melody, with her Middle Eastern heritage, shared her love of indulgent Turkish and Arabic hammams, while Sus, from an Asian background, raved about rejuvenating Japanese onsen and Korean jimjilbang experiences. They both realized they shared a specific appreciation: the blissful moment during an exfoliation treatment when dead skin just rolls off, leaving them feeling fresh and renewed.

That's when inspiration struck—why not bring this amazing experience home for a deep, effective exfoliation that goes way beyond the usual dry brushing and loofahs? And so, Dermasuri was born—an ode to ancient cultures reimaged for the modern world.

“Derma” means skin in Western culture, and “Suri” means “rose” in Arabic—representing the healthy glow of nurtured skin—and “scrub” in Japanese. Together, they embody the essence of what we offer.

Since debuting their game-changing deep exfoliating glove, Dermasuri has redefined what it means to exfoliate. While many exfoliators promise results, this one shows them right before your eyes. As you use it, you actually see dead skin cells—like little gray rolls—disappear, revealing fresh skin instantly. True experts in achieving soft skin, they now offer a range of powerful solutions that make dead skin disappear, revealing incredibly soft, smooth skin.

# EFFECTIVE EXFOLIATION FOR ALL PARTS OF THE BODY



Dermasuri  
Exfoliating Body Scrub  
**14.99**



Dermasuri  
Exfoliating Back Scrub  
**18.79**



Dermasuri  
Exfoliating Foot Scrub  
**24.99**



Dermasuri  
Exfoliating Face Scrub  
**11.99**



Dermasuri  
Exfoliating Body Lotion  
**18.99**



Dermasuri  
Exfoliating Lip Scrub  
**14.99**



Dermasuri  
Sugar Body Scrub  
**14.99**



# VISIBLY REMOVES DRY SKIN INSTANTLY

Our exfoliation solutions provide instant, visible results. With every use, you'll witness the transformation as dead cells roll away, revealing incredibly soft, smooth skin.

BEFORE

AFTER

# OUR RETAILERS

## BIG BOX PRESENCE

Available at Target (in-store and online), Amazon, and Walmart (launched 2024, online only).

## EXTENSIVE DISTRIBUTION NETWORK

Distributed in ~700 retailers, with a strong following in the spray tanning market.



## TARGET



## AMAZON



## WALMART.COM



# AWARD-WINNING EXFOLIATION



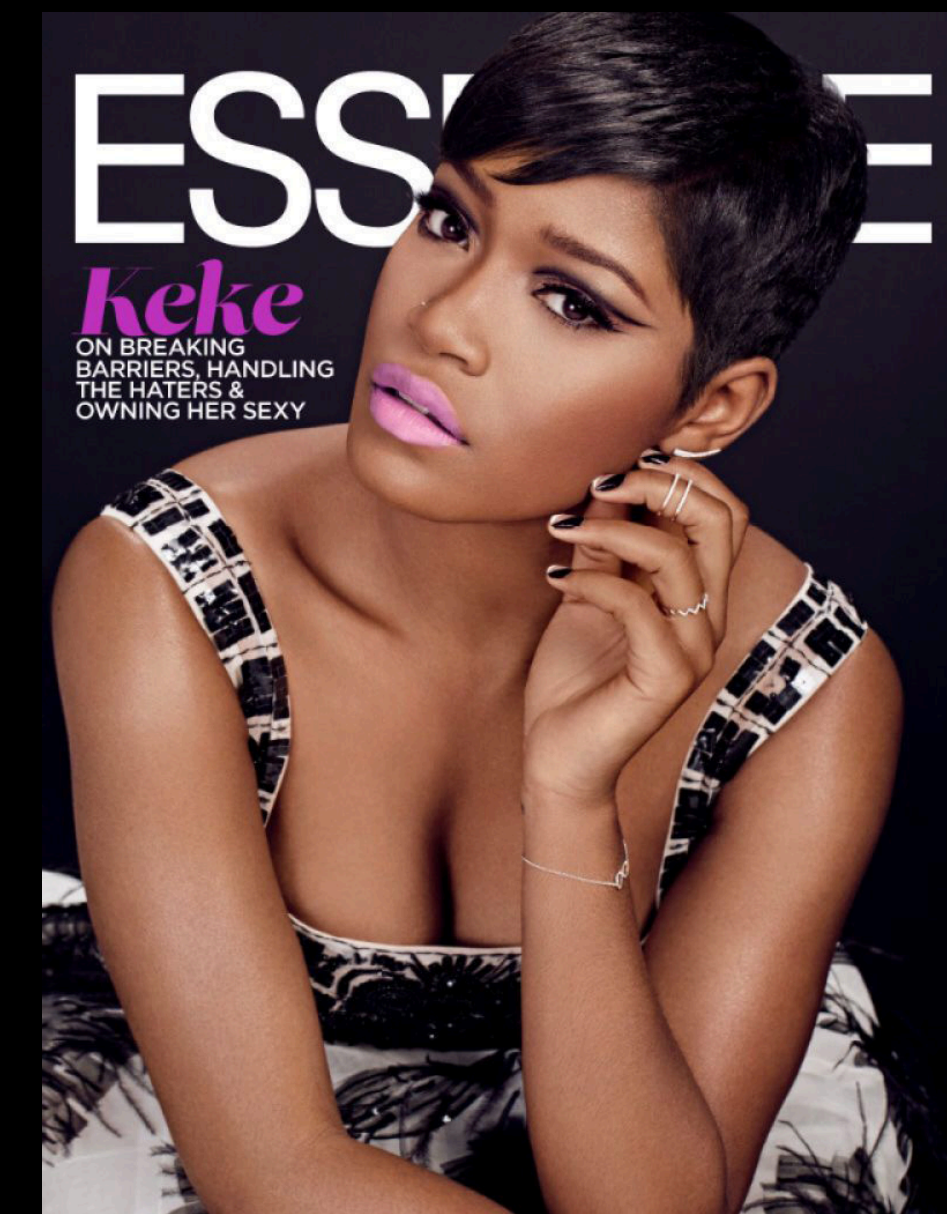
"Inspired by traditional Turkish and Korean exfoliating treatments, this mitt is your secret for skin as silky as your lingerie."



"Our skin has never felt softer – seriously, we could not stop touching it."



"Textured mitts like those by Dermasuri borrow from the bathing cultures of Asia and Eastern Europe and rely on nothing but friction to eliminate dead skin cells."



"This mitt works better than any body scrub."



The background is a repeating pattern of stylized, organic shapes in two shades of teal. The shapes resemble leaves or abstract floral motifs, arranged in a symmetrical, repeating fashion. The text 'PRODUCT LINE' is centered horizontally and vertically in a bold, black, sans-serif font.

**PRODUCT LINE**

# DEEP EXFOLIATING BODY SCRUB GLOVE

Meet our must-have for serious exfoliation. This unique glove uses a special fabric activated by water to visibly banish dead skin, instantly revealing smoother, softer skin and a serious glow—no harsh chemicals required.

- » Evens skin texture
- » Reduces ingrown hairs
- » Refreshes for even sunless tanning
- » Reveals a glow



**MSRP: \$14.99**

**UPC: 696859288012**



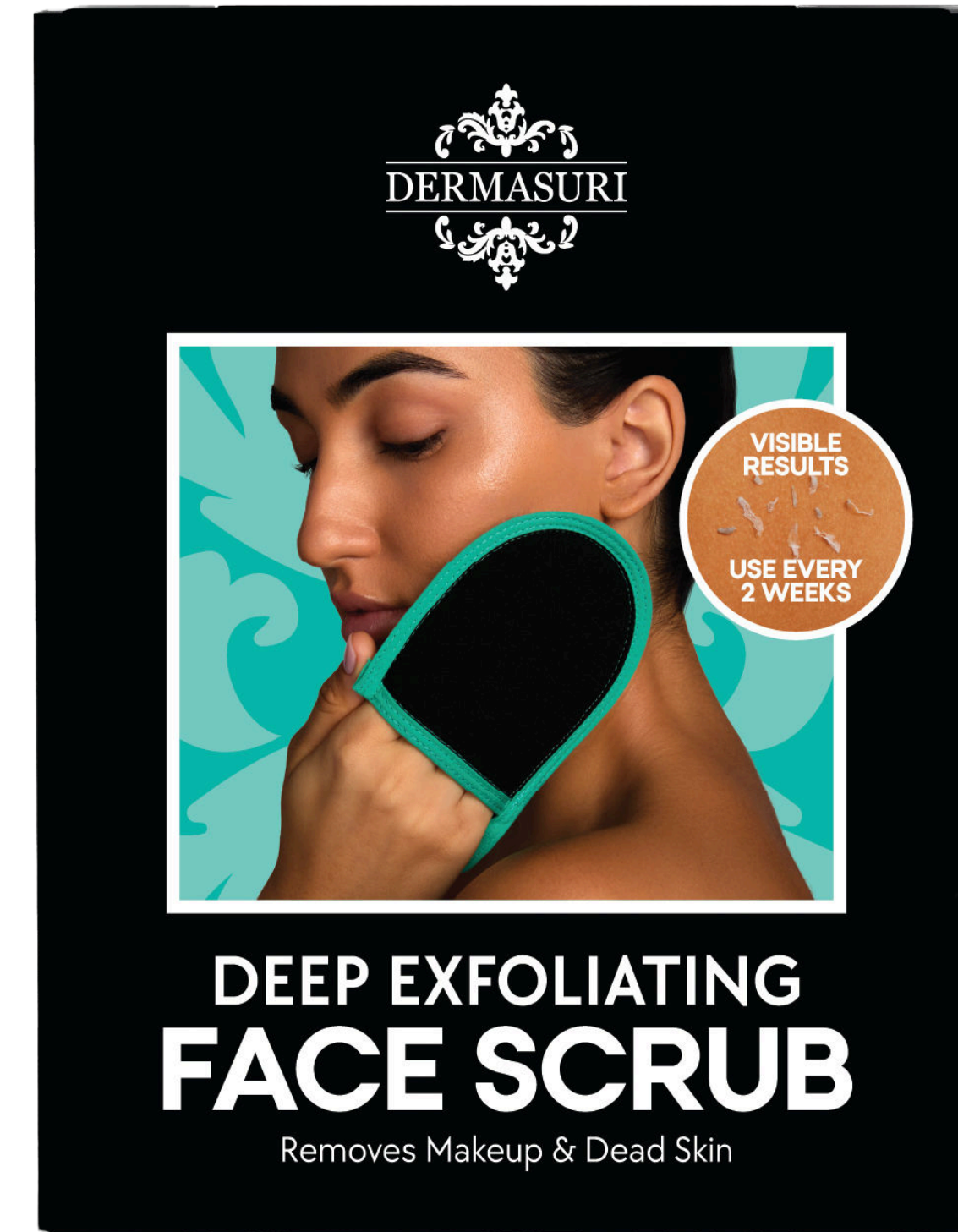
# DEEP EXFOLIATING FACE SCRUB

Experience instant results with our mitt designed especially for your face. Using only water and a unique fabric, dead skin cells effortlessly roll away for clear, smooth, and ultra-soft skin.

- » Smooths skin texture
- » Removes makeup residue
- » Unclogs pores
- » Reveals a glow

**MSRP: \$11.99**

**UPC: 752830590236**



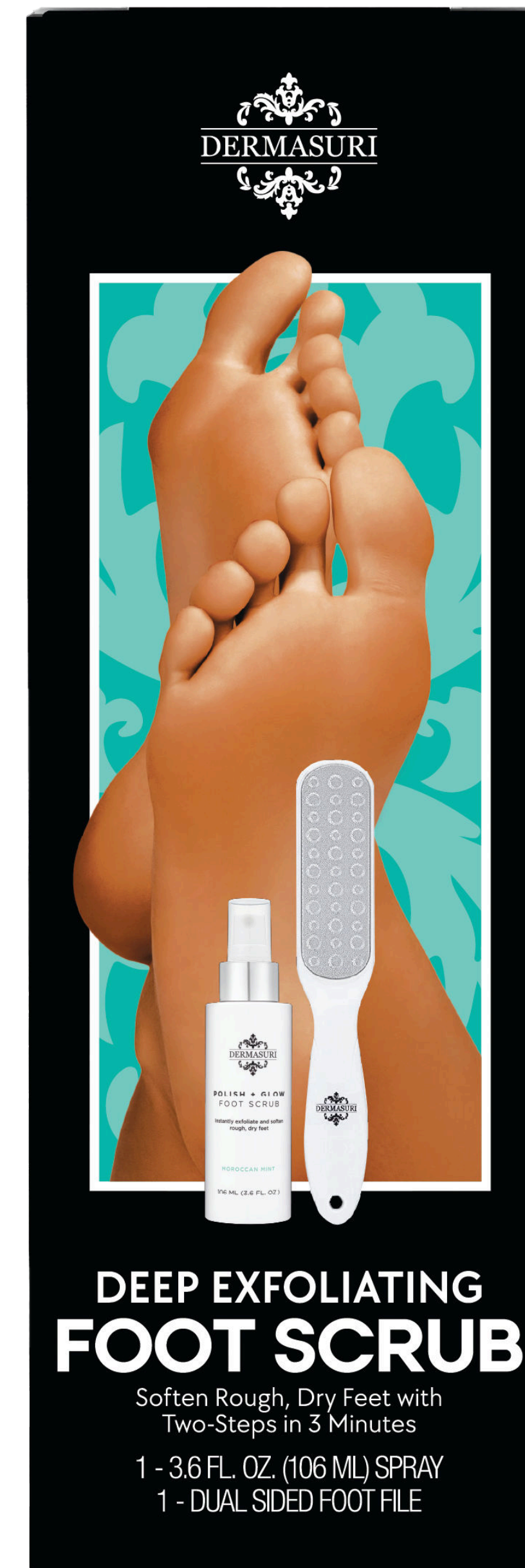
# DEEP EXFOLIATING FOOT SCRUB

Transform your feet with our powerful 2-Step Polish + Glow system. Smooth away dryness, cracked heels, calluses, and rough patches in no time, revealing feet you'll want to show off.

- » Removes dry skin and calluses
- » Silky smooth, sandal-ready feet
- » Moroccan mint cools and soothes
- » Softens cracked heels and corns

**MSRP: \$24.99**

**UPC: 644216590490**



# DEEP EXFOLIATING BACK SCRUB

Finally, a scrubber that reaches every inch of your back using a unique fabric for deep exfoliation. The extra-wide, diamond shape fits all back and shoulder sizes, effortlessly sweeping away dead skin to reveal smooth, soft skin—with just water.

- » Extra-wide diamond shape for better back coverage
- » Evens skin texture
- » Reduces ingrown hairs
- » Reduces back zits
- » Helps improve circulation



**MSRP: \$18.79**

**UPC: 752830590137**



# EXFOLIATING BODY LOTION

Banish bumps while you lock in moisture. This powerful body lotion formula combines deeply exfoliating and brightening lactic acid with three proprietary ceramides to soften and strengthen your skin barrier. Use as your daily moisturizer to exfoliate, hydrate, and renew rough, dry, dull skin and KP bumps for a revitalized and youthful glow.

- » Lactic acid resurfaces rough, dry, bumpy texture
- » Ceramides help lock in hydration and prevent moisture loss
- » Alpha Hydroxy Acid (AHA) promotes surface skin renewal

**MSRP: \$18.99**

**UPC: 644216590896**



# AM + PM DUO SET HAND CREAM

Start your day with the AM lightweight hand moisturizer cream, delivering deep, renewing hydration that lasts all day. The PM hand lotion acts as a powerful overnight treatment, exfoliating and hydrating while you sleep.

## AM Hand Cream:

- » Non-greasy formula absorbs quickly
- » Leaves hands soft and smooth without sticky residue

## PM Hand Cream:

- » Enriched with lactic acid
- » Targets rough and bumpy skin
- » Smooths texture and nourishes for softer hands by morning

**MSRP: \$29.99**

**UPC: 198715509946**



# SUGAR EXFOLIATING LIP SCRUB

## COCONUT PASSIONFRUIT

This lush lip treatment combines a sugar scrub with a hydrating mask for soft, smooth lips in one step.

- » Micro sugar crystals gently remove flakes and dry skin
- » Antioxidant-packed jojoba oil and shea butter plump and lock in moisture for all-day softness
- » Made with clean ingredients and without harsh chemicals

**MSRP: \$14.99**

**UPC: 644216589494**





# BODY SCRUB SUGAR EXFOLIATOR

## COCONUT PASSIONFRUIT

Reveal smoother, softer skin with our luxurious sugar scrub. This exfoliant gently buffs away dead and dry skin, helping to renew and enhance your skin's natural glow. It smooths and refines texture, while providing deep hydration and moisture. Your skin will feel soft, supple, and nourished after every use.

- » Formulated with Vitamin C and Hyaluronic Acid
- » Ideal for rough patches on elbows, knees and feet
- » Provides deep hydration

**MSRP: \$14.99**

**UPC: 198715455885**



The background is a solid teal color with a repeating pattern of stylized, light teal floral and leaf motifs. The motifs are symmetrical and have a modern, geometric feel. In the center, the text "PROMOTIONS AND MARKETING" is written in a bold, black, sans-serif font, arranged in two lines.

# **PROMOTIONS AND MARKETING**

# SOCIAL MEDIA

We have partnered with a media agency that has deep subject matter expertise in social media content creation and engagement



## INSTAGRAM

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**24K+ FOLLOWERS**  
**8.5M VIEWS**

## TIKTOK

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**12.5K+ FOLLOWERS**  
**205K LIKES**

## YOUTUBE

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**8.5M VIEWS**

# OVERALL ITEM RANKING

	PRODUCT	TARGET	WALMART.COM	AMAZON
<b>1</b>	Deep Exfoliating Body Scrub Glove	Yes	Yes	Yes
<b>2</b>	Deep Exfoliating Face Scrub	Yes	Yes	Yes
<b>3</b>	Exfoliating Lip Scrub	Not Yet	Yes	Yes
<b>4</b>	Deep Exfoliating Foot Scrub Set	Yes	Yes	Yes
<b>5</b>	Deep Exfoliating Back Scrub	Yes	Yes	Yes
<b>6</b>	Body Scrub Sugar Exfoliator	Not Yet	Yes	Yes
<b>7</b>	Exfoliating Body Lotion	Yes	Yes	Yes

The image features a teal background with a repeating pattern of stylized, light-teal floral or leaf-like shapes. In the center, there is a white speech bubble with a black outline. Inside the speech bubble, the words "THANK YOU" are written in a bold, black, sans-serif font.

**THANK YOU**